

## ORDER



|        |                      |                     |
|--------|----------------------|---------------------|
| Orders | Order / Rev:         | 725334              |
|        | Alt Order #:         | 06398435            |
|        | Product Desc:        | OBAMA FOR AMERICA   |
|        | Estimate:            | 2272                |
|        | Flight Dates:        | 10/27/12 - 11/06/12 |
|        | Original Date / Rev: | 10/29/12 / 10/29/12 |
|        | Order Type:          | Political           |

KARE

Primary AE: Jim Quinn  
Sales Office: T-PHI  
Sales Region: NAT

|               |                  |                                     |
|---------------|------------------|-------------------------------------|
| <b>Agency</b> | <b>Name:</b>     | <b>Greer Margolis Mitchell/ Pol</b> |
|               | Buying Contact:  |                                     |
|               | Billing Contact: |                                     |
|               |                  | <u>3050 K St NW</u>                 |
|               |                  | Washington, DC 20007                |

|                    |           |
|--------------------|-----------|
| Billing Type:      | Cash      |
| Billing Calendar:  | Broadcast |
| Billing Cycle:     | WEEKLY    |
| Agency Commission: | 15%       |

|                   |                       |                                      |
|-------------------|-----------------------|--------------------------------------|
| <b>Advertiser</b> | <b>Name:</b>          | <b>Obama/D/President</b>             |
|                   | <b>Demographic:</b>   | A35+                                 |
|                   | <b>Product Codes:</b> | PL-Presidential,Political,PL-Federal |
|                   | <b>Priority:</b>      | P-2                                  |
|                   | <b>Revenue Codes:</b> | AGY, GEN, POL                        |

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## **Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  | Month         | # Spots | Gross Amount | Net Amount   | Rating |
|------------|----------|---------|--------------|-------------|---------------|---------|--------------|--------------|--------|
| 10/22/12   | 10/28/12 | 1       | \$2,900.00   | \$2,465.00  | October 2012  | 1       | \$2,900.00   | \$2,465.00   | 0.00   |
| 10/29/12   | 11/04/12 | 28      | \$94,300.00  | \$80,155.00 | November 2012 | 43      | \$155,700.00 | \$132,345.00 | 0.00   |
| 11/05/12   | 11/11/12 | 15      | \$61,400.00  | \$52,190.00 | Totals        | 44      | \$158,600.00 | \$134,810.00 | 0.00   |

## Totals

## **Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn         |              |              | Start Of Order - End Of Order | 100%    |

Jim Quinn Start Of Order - End Of Order 100%

Order / Rev: 725334  
Alt Order #: 06398435  
Flight Dates: 10/27/12 - 11/06/12

Advertiser: Obama/D/President  
Product Desc: OBAMA FOR AMERICA  
Estimate: 2272

| Ln | Ch   | Start             | End             | Inventory Code                           | Break | Start/End Time    | Days       | Len  | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount      |
|----|------|-------------------|-----------------|--|-------|-------------------|------------|------|-------|-------------|-----|---------------|------|-------|-------------|
| 6  | KARE | 11/05/12          | 11/06/12        | M-F 3-4p<br>DR OZ                        | CM    | 3-4p              | MT-----    | 1:00 | 2     | \$1,000.00  | P-4 | 0.00          | NM   | 2     | \$2,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 11/05/12    | 11/11/12        | MT-----                                  |       | 2                 | \$1,000.00 |      |       | 0.00        |     |               |      |       |             |
| 7  | KARE | 10/29/12          | 11/02/12        | M-F 3-4p<br>DR OZ                        | CM    | 3-4p              | MTWTF--    | 1:00 | 2     | \$1,350.00  | P-4 | 0.00          | NM   | 2     | \$2,700.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/29/12    | 11/04/12        | MTWTF--                                  |       | 2                 | \$1,350.00 |      |       | 0.00        |     |               |      |       |             |
| 8  | KARE | 10/29/12          | 11/02/12        | M-F 430-5p<br>Jeopardy                   | CM    | 430-5P            | MTWTF--    | 1:00 | 3     | \$2,700.00  | P-4 | 0.00          | NM   | 3     | \$8,100.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/29/12    | 11/04/12        | MTWTF--                                  |       | 3                 | \$2,700.00 |      |       | 0.00        |     |               |      |       |             |
| 9  | KARE | 11/05/12          | 11/06/12        | M-F 430-5p<br>Jeopardy                   | CM    | 430-5P            | MT-----    | 1:00 | 2     | \$2,000.00  | P-4 | 0.00          | NM   | 2     | \$4,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 11/05/12    | 11/11/12        | MT-----                                  |       | 2                 | \$2,000.00 |      |       | 0.00        |     |               |      |       |             |
| 10 | KARE | 11/05/12          | 11/05/12        | M-F 5-530p<br>KARE 11 5 News             | CM    | 5-530p            | M-----     | 1:00 | 2     | \$3,600.00  | P-4 | 0.00          | NM   | 2     | \$7,200.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                   |       | 2                 | \$3,600.00 |      |       | 0.00        |     |               |      |       |             |
| 11 | KARE | 10/29/12          | 11/02/12        | M-F 5-530p<br>KARE 11 5 News             | CM    | 5-530p            | MTWTF--    | 1:00 | 1     | \$3,950.00  | P-4 | 0.00          | NM   | 1     | \$3,950.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/29/12    | 11/04/12        | MTWTF--                                  |       | 1                 | \$3,950.00 |      |       | 0.00        |     |               |      |       |             |
| 12 | KARE | 10/29/12          | 11/02/12        | M-F 6-630p<br>KARE 11 6 News             | CM    | 6-630p            | MTWTF--    | 1:00 | 3     | \$3,950.00  | P-4 | 0.00          | NM   | 3     | \$11,850.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/29/12    | 11/04/12        | MTWTF--                                  |       | 3                 | \$3,950.00 |      |       | 0.00        |     |               |      |       |             |
| 13 | KARE | 11/05/12          | 11/05/12        | M-F 6-630p<br>KARE 11 6 News             | CM    | 6-630p            | M-----     | 1:00 | 1     | \$3,600.00  | P-4 | 0.00          | NM   | 1     | \$3,600.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                   |       | 1                 | \$3,600.00 |      |       | 0.00        |     |               |      |       |             |
| 14 | KARE | 10/27/12          | 10/27/12        | Sat 6-630p<br>KARE 11 6 News Sa          | CM    | 6-630P            | -----S-    | 1:00 | 1     | \$2,900.00  | P-4 | 0.00          | NM   | 1     | \$2,900.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | -----S-                                  |       | 1                 | \$2,900.00 |      |       | 0.00        |     |               |      |       |             |
| 15 | KARE | 11/05/12          | 11/05/12        | M-F 630-7p<br>Entertainment Tonight      | CM    | 630pm-7pm         | M-----     | 1:00 | 1     | \$6,000.00  | P-2 | 0.00          | NM   | 1     | \$6,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                   |       | 1                 | \$6,000.00 |      |       | 0.00        |     |               |      |       |             |
| 16 | KARE | 10/29/12          | 11/02/12        | M-F 10-1035p<br>KARE News 10p            | CM    | 10-1035P          | MTWTF--    | 1:00 | 2     | \$6,750.00  | P-4 | 0.00          | NM   | 2     | \$13,500.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/29/12    | 11/04/12        | MTWTF--                                  |       | 2                 | \$6,750.00 |      |       | 0.00        |     |               |      |       |             |
| 17 | KARE | 11/05/12          | 11/05/12        | M-F 10-1035p<br>KARE News 10p            | CM    | 10-1035P          | M-----     | 1:00 | 1     | \$6,000.00  | P-4 | 0.00          | NM   | 1     | \$6,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 11/05/12    | 11/11/12        | M-----                                   |       | 1                 | \$6,000.00 |      |       | 0.00        |     |               |      |       |             |
| 18 | KARE | 11/04/12          | 11/04/12        | Post NFL Late News<br>Post NFL Late News | CM    | 1030-1105P        | -----S     | 1:00 | 1     | \$6,750.00  | P-4 | 0.00          | NM   | 1     | \$6,750.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/29/12    | 11/04/12        | -----S                                   |       | 1                 | \$6,750.00 |      |       | 0.00        |     |               |      |       |             |
| 19 | KARE | 10/29/12          | 11/02/12        | Tonight Show<br>Tonight Show             | CM    | 1035pm-1135pm     | MTWTF--    | 1:00 | 3     | \$1,300.00  | P-2 | 0.00          | NM   | 3     | \$3,900.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/29/12    | 11/04/12        | MTWTF--                                  |       | 3                 | \$1,300.00 |      |       | 0.00        |     |               |      |       |             |
| 20 | KARE | 11/05/12          | 11/05/12        | Tonight Show<br>Tonight Show             | CM    | 1035pm-1135pm     | M-----     | 1:00 | 1     | \$2,000.00  | P-4 | 0.00          | NM   | 1     | \$2,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       | <u>Spots/Week</u> |            |      |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |

Order / Rev: 725334  
 Alt Order #: 06398435  
 Flight Dates: 10/27/12 - 11/06/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 2272

| Ln     | Ch   | Start             | End             | Inventory Code                                       | Break | Start/End Time              | Days    | Len  | Spots | Rate        | Pri | Rtg           | Type | Spots        | Amount      |
|--------|------|-------------------|-----------------|--|-------|-----------------------------|---------|------|-------|-------------|-----|---------------|------|--------------|-------------|
| 20     | KARE | 11/05/12          | 11/05/12        | Tonight Show<br>Tonight Show                         | CM    | 1035pm-1135pm               | M-----  | 1:00 | 1     | \$2,000.00  | P-4 | 0.00          | NM   | 1            | \$2,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>           |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
|        |      | Week: 11/05/12    | 11/11/12        | M-----   |       | 1                           |         |      |       | \$2,000.00  |     | 0.00          |      |              |             |
| 21     | KARE | 10/29/12          | 10/29/12        | Mon Prime<br>THE VOICE                               | CM    | 658-9P<br>(6:58 PM-9:00 PM) | M-----  | 1:00 | 1     | \$9,500.00  | P-2 | 0.00          | NM   | 1            | \$9,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>           |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
|        |      | Week: 10/29/12    | 11/04/12        | M-----   |       | 1                           |         |      |       | \$9,500.00  |     | 0.00          |      |              |             |
| 22     | KARE | 11/05/12          | 11/05/12        | Mon Prime<br>THE VOICE                               | CM    | 658-9P<br>(6:58 PM-9:00 PM) | M-----  | 1:00 | 1     | \$12,000.00 | P-2 | 0.00          | NM   | 1            | \$12,000.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>           |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
|        |      | Week: 11/05/12    | 11/11/12        | M-----   |       | 1                           |         |      |       | \$12,000.00 |     | 0.00          |      |              |             |
| 23     | KARE | 10/29/12          | 10/29/12        | Mon Prime<br>REVOLUTION                              | CM    | 9-10P<br>(9:00 PM-10:00 PM) | M-----  | 1:00 | 1     | \$9,000.00  | P-4 | 0.00          | NM   | 1            | \$9,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>           |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
|        |      | Week: 10/29/12    | 11/04/12        | M-----   |       | 1                           |         |      |       | \$9,000.00  |     | 0.00          |      |              |             |
| 24     | KARE | 11/05/12          | 11/05/12        | Mon Prime<br>REVOLUTION                              | CM    | 9-10P<br>(9:00 PM-10:00 PM) | M-----  | 1:00 | 1     | \$12,600.00 | P-4 | 0.00          | NM   | 1            | \$12,600.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>           |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
|        |      | Week: 11/05/12    | 11/11/12        | M-----   |       | 1                           |         |      |       | \$12,600.00 |     | 0.00          |      |              |             |
| N25    | KARE | 11/04/12          | 11/04/12        | NFL Regular Season Fo6M<br>NFL Regular Season Footba |       | 715-1030p                   | -----S  | 1:00 | 1     | \$10,000.00 | P-2 | 0.00          | NM   | 1            | \$10,000.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>           |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
|        |      | Week: 10/29/12    | 11/04/12        | -----S   |       | 1                           |         |      |       | \$10,000.00 |     | 0.00          |      |              |             |
| N26    | KARE | 10/30/12          | 11/02/12        | M-F 430-5p<br>Jeopardy                               | CM    | 430-5P                      | -TWTF-- | 1:00 | 1     | \$2,700.00  | P-4 | 0.00          | NM   | 1            | \$2,700.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>           |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
|        |      | Week: 10/29/12    | 11/04/12        | -TWTF--  |       | 1                           |         |      |       | \$2,700.00  |     | 0.00          |      |              |             |
| N27    | KARE | 10/30/12          | 11/02/12        | M-F 1130a-12p<br>Jeopardy                            | CM    | 1130a-12p                   | -TWTF-- | 1:00 | 2     | \$1,100.00  | P-4 | 0.00          | NM   | 2            | \$2,200.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>           |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
|        |      | Week: 10/29/12    | 11/04/12        | -TWTF--  |       | 2                           |         |      |       | \$1,100.00  |     | 0.00          |      |              |             |
| N28    | KARE | 10/30/12          | 11/02/12        | M-F 1-2p<br>Rachel Ray                               | CM    | 1P-2P                       | -TWTF-- | 1:00 | 1     | \$500.00    | P-4 | 0.00          | NM   | 1            | \$500.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u>           |         |      |       | <u>Rate</u> |     | <u>Rating</u> |      |              |             |
|        |      | Week: 10/29/12    | 11/04/12        | -TWTF--  |       | 1                           |         |      |       | \$500.00    |     | 0.00          |      |              |             |
| Totals |      |                   |                 |  |       |                             |         |      |       |             |     |               | 44   | \$158,600.00 |             |